

novelty was discussed with respect to a different aspect of this claim. This discussion will be reiterated in more detail below.

Claim Objection:

Claim 15 has been objected by the Examiner. As shown in September 1, 2005 Amendment, this objection has been sufficiently addressed.

Claim Rejections:

Claims 1-15 are all the claims that have been examined in the present application, and currently all of these claims stand rejected.

35 U.S.C. § 102(b) Rejection - Claims 7 and 9:

Claims 7 and 9 stand rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,880,768 to Lemmons et al. In view of the following discussion, Applicant respectfully disagrees.

In rejecting the above claims using the Lemmons reference, the Examiner continues to indicate that "a portion (program descriptions 114, FIG.3, which include textual representation of genre code, e.g. "Drama" and "Adv") of each program within the first program table (100, FIG 3-6) and a portion (search selection criteria, 202) of each genre within the second program table, are displayed in a common display manner which is differentiated for each genre (program descriptions 114 of first program table 100. Further, the Examiner asserts that Lemmons also discloses selection search criteria 202 of second program table 200, and both display genre codes using textual representations such as "Drama" and "Action", etc.)." *See Office Action page 3.*

However, in the present invention, the portion of each program within the first program are displayed in a common display form of cells, which form is differentiated for each genre, as shown in Figures 3 and 8 as 37 and 39. *See e.g.* at claim 1. Therefore, unlike Lemmons, the portion of each program within the first program table is not textual representation of genre code, e.g. "Drama" and "Adv" and "Action".

Therefore, Applicant submits that "using textual representation such as "Drama" and "Action"" is different from the technical features of the claimed invention.

To make this distinction clear, as discussed in the Examiner Interview dated July 18, 2005, Applicant has amended the claims to clarify the distinction between the present invention and the Lemmons reference. *See* Amendment dated September 1, 2005.

During the above referenced interview, the Examiner indicated that the Examiner is reading the claim term "portion" broadly. Specifically, the Examiner stated that the Examiner is reading "portion" of a cell to include any smaller part of the cell, up to and including the entire cell.

Thus, under the Examiner's interpretation, if an entire cell is colored (for example for a certain genre) then the Examiner is arguing that at least a "portion" of that cell is colored. Based on these assertions by the Examiner, Applicant has amended the claim 7, as shown. Namely, claim 7 indicates that the first portion of a cell is a different part of the cell, from the second portion. As claimed, each of these respective first and second portions of a cell are displayed differently. As discussed and agreed to during the Interview, such a distinction sufficiently distinguishes the cited reference.

Because of this, combined with the other aspects of claim 7, Applicant submits that Lemmons '768 fails to disclose each and every aspect of the claimed invention. Therefore, Lemmons '768 fails to anticipate claim 7 under 35 U.S.C. § 102(b). Accordingly, Applicant hereby requests the Examiner reconsider and withdraw the above 35 U.S.C. § 102(b) rejection of the claim 7. Further, claim 9 is also allowable, at least by reason of its dependence.

35 U.S.C. § 103(a) Rejection - Claims 1-6, 8 and 10-15:

Claims 1-6, 8 and 10-15 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Lemmons '768 in view of U.S. Patent No. 6,481,011 to Lemmons. In view of the following discussion, Applicant respectfully traverses the above rejection.

As an initial matter, with regard to claims 1, 14 and 15, Applicant has amended these claims in a similar fashion as to claim 7 discussed above, for the same purpose. Namely, Applicant has further clarified what is meant by a cell "portion", in that the first portion of a cell is different from a second portion of a cell, and each of these respective cell portions have different display forms. This distinction, coupled with the remaining limitations of each of the respective claims 1, 14 and 15 sufficiently distinguish the claimed invention from the above Lemmons references. Neither of the Lemmons' references, taken individually or in combination, teach or suggest the claimed invention.

In view of the foregoing, Applicant respectfully submits that one of ordinary skill in the art would not have been motivated to combine the above references as suggested by the Examiner, and even if one combined the references as suggested the resultant combination would fail to disclose, teach or suggest each and every feature of the claimed invention. Therefore,

Applicant submits that the Examiner has failed to establish a *prima facie* case of obviousness with respect to the claimed invention, as required under 35 U.S.C. § 103(a). Accordingly, Applicant hereby requests the Examiner reconsider and withdraw the above 35 U.S.C. § 103(a) rejection of the claim 1 (and its dependant claims), 14 and 15.

With regard to claim 13, as pointed out to the Examiner during the above referenced Interview, neither of the Lemmons' references teaches or discloses the use of a cursor and a summary information cell on the same screen.

During the Interview, the Examiner pointed out that Lemmons '768 disclose the use of a cursor (col. 10, lines 23-27) and an information cell (Figure 10). The Examiner agreed that Lemmons '768 does not teach having these features displayed on a screen at the same time (as in Figure 3 of the present application). However, the Examiner also argued that the claims were not expressly limited to this.

Therefore, as shown in the Amendment filed September 1, 2005, Applicant has amended claim 13 to clarify this distinction. Accordingly, because of this, Applicant submits that the above references fail to render claim 13 obvious. Applicant submits that similar amendments to claim 13 (as made to the remaining independent claims, are not necessary because of the failure of the prior art to teach or suggest each and every feature of claim 13, as it is currently written.

In view of the foregoing, Applicant respectfully submits that one of ordinary skill in the art would not have been motivated to combine the above references as suggested by the Examiner, and even if one combined the references as suggested the resultant combination would fail to disclose, teach or suggest each and every feature of the claimed invention. Therefore,

RESPONSE TO NON-COMPLIANT AMENDMENT
Application Number: 09/731,705

Our Ref: Q62170
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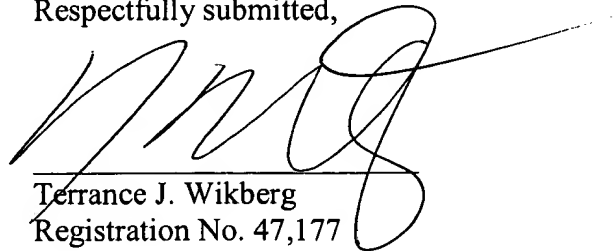
Applicant submits that the Examiner has failed to establish a *prima facie* case of obviousness with respect to the claimed invention, as required under 35 U.S.C. § 103(a). Accordingly, Applicant hereby requests the Examiner reconsider and withdraw the above 35 U.S.C. § 103(a) rejection of the claim 13.

Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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